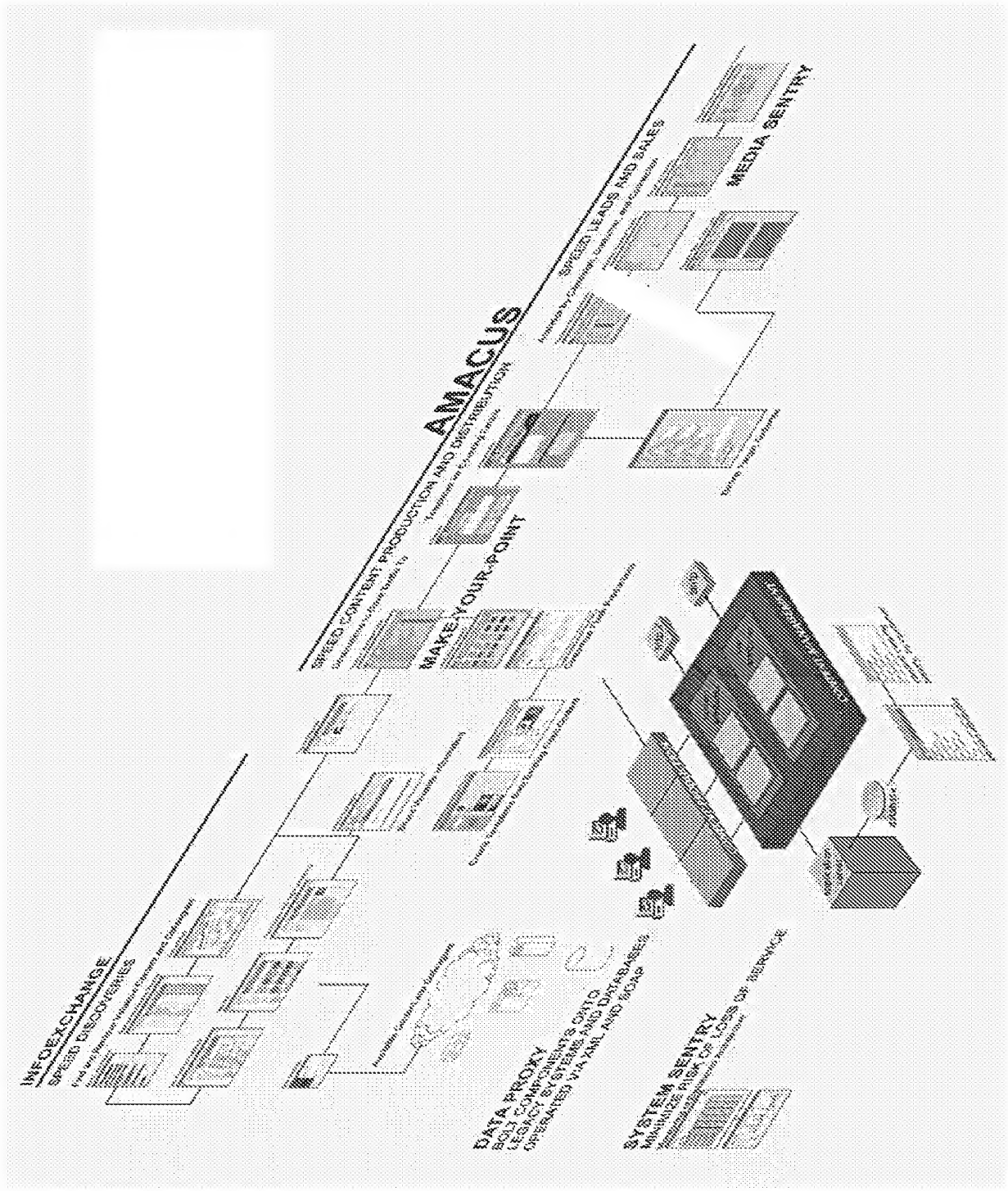
AMACUS
SPEED LEADS AND SALES
MEDIA SENTRY
SPEED CONTENT PRODUCTION AND DISTRIBUTION
MAKE-YOUR-POINT
INFOEXCHANGE
SPEED DISCOVERIES
DATA PROXY
SYSTEM SENTRY

FIGURE 1

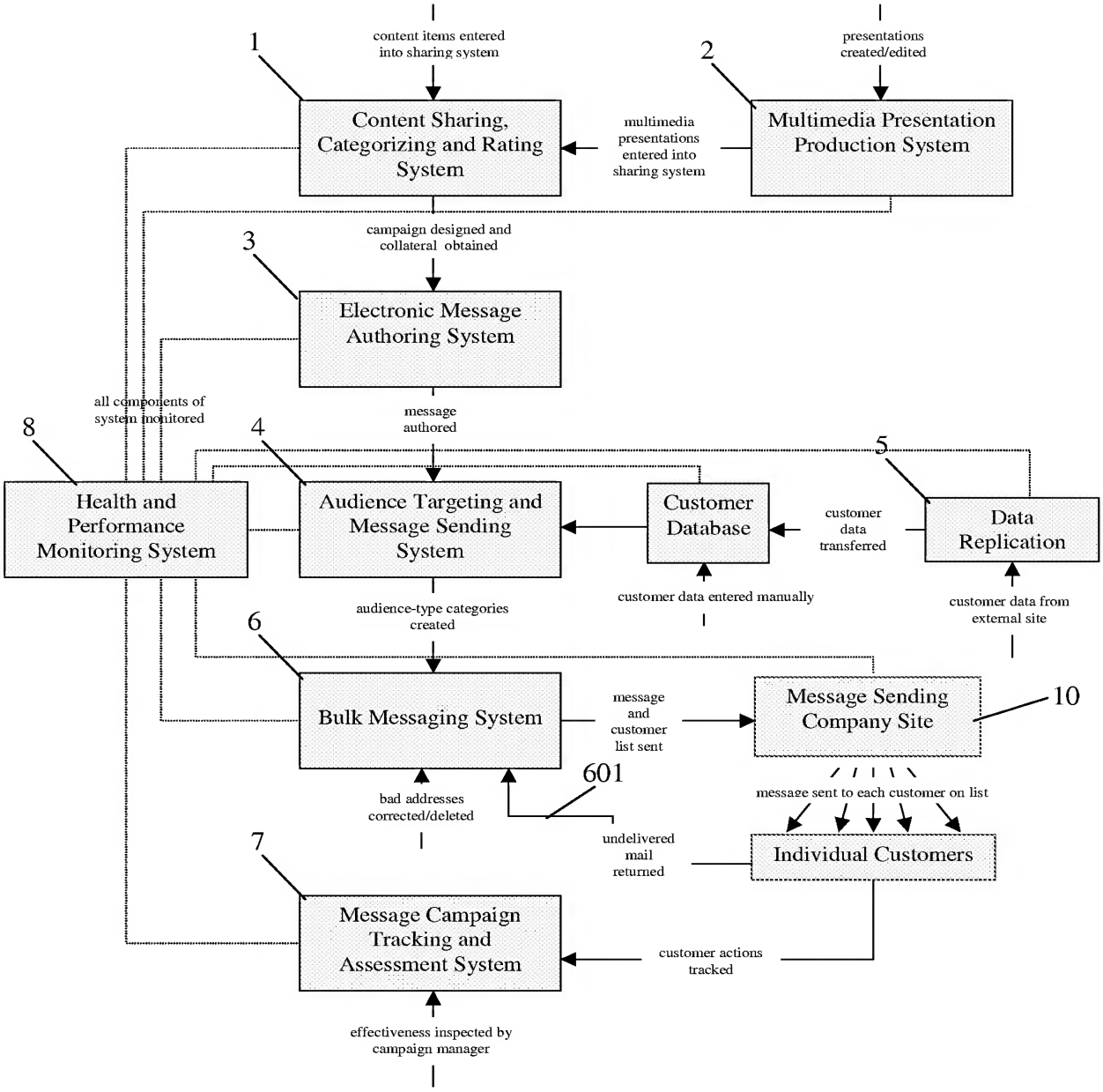
1
content items entered into sharing system
Content Sharing, Categorizing and Rating System
2
presentations created/edited
Multimedia Presentation Production System
multimedia presentations entered into sharing system
campaign designed and collateral obtained
3
Electronic Message Authoring System
all components of system monitored
message authored
8
4
5
Health and Performance Monitoring System
Audience Targeting and Message Sending System
Customer Database
customer data transferred
Data Replication
audience-type categories created
customer data entered manually
customer data from external site
6
Bulk Messaging System
message and customer list sent
Message Sending Company Site
10
601
bad addresses corrected/deleted
message sent to each customer on list
undelivered mail returned
Individual Customers
7
Message Campaign Tracking and Assessment System
customer actions tracked
effectiveness inspected by campaign manager

FIGURE 2

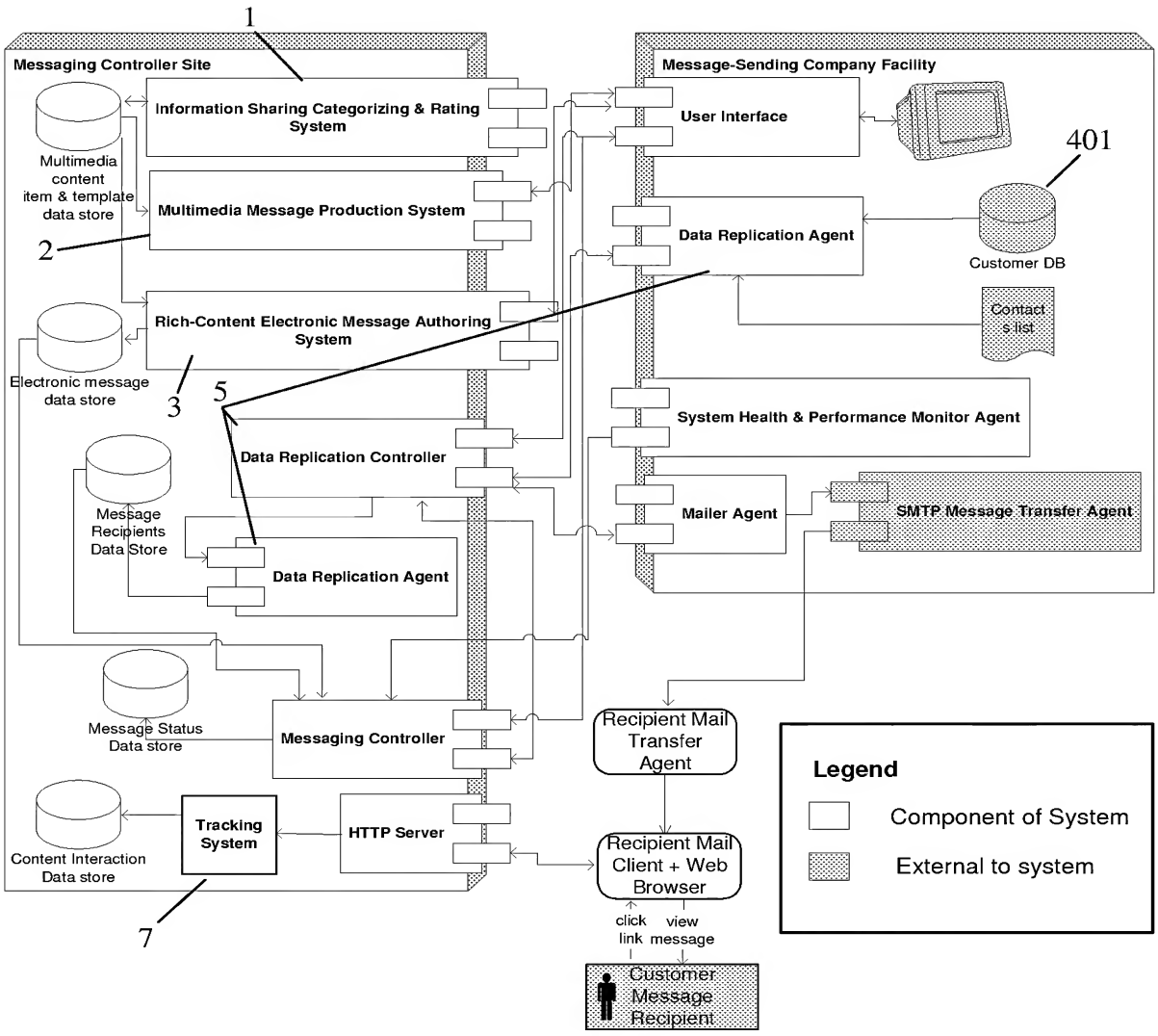
1
Messaging Controller Site
Information Sharing Categorizing & Rating System
Multimedia content item & template data store
Multimedia Message Production System
2
Rich-Content Electronic Message Authoring System
Electronic message data store
3
5
Data Replication Controller
Message Recipients Data Store
Data Replication Agent
Message Status Data store
Messaging Controller
Content Interaction Data store
Tracking System
HTTP Server
7
Message-Sending Company Facility
User Interface
401
Data Replication Agent
Customer DB
Contact s list
System Health & Performance Monitor Agent
Mailer Agent
SMTP Message Transfer Agent
Recipient Mail Transfer Agent
Recipient Mail Client + Web Browser
click link
view message
Customer Message Recipient
Legend
Component of System
External to system

FIGURE 3

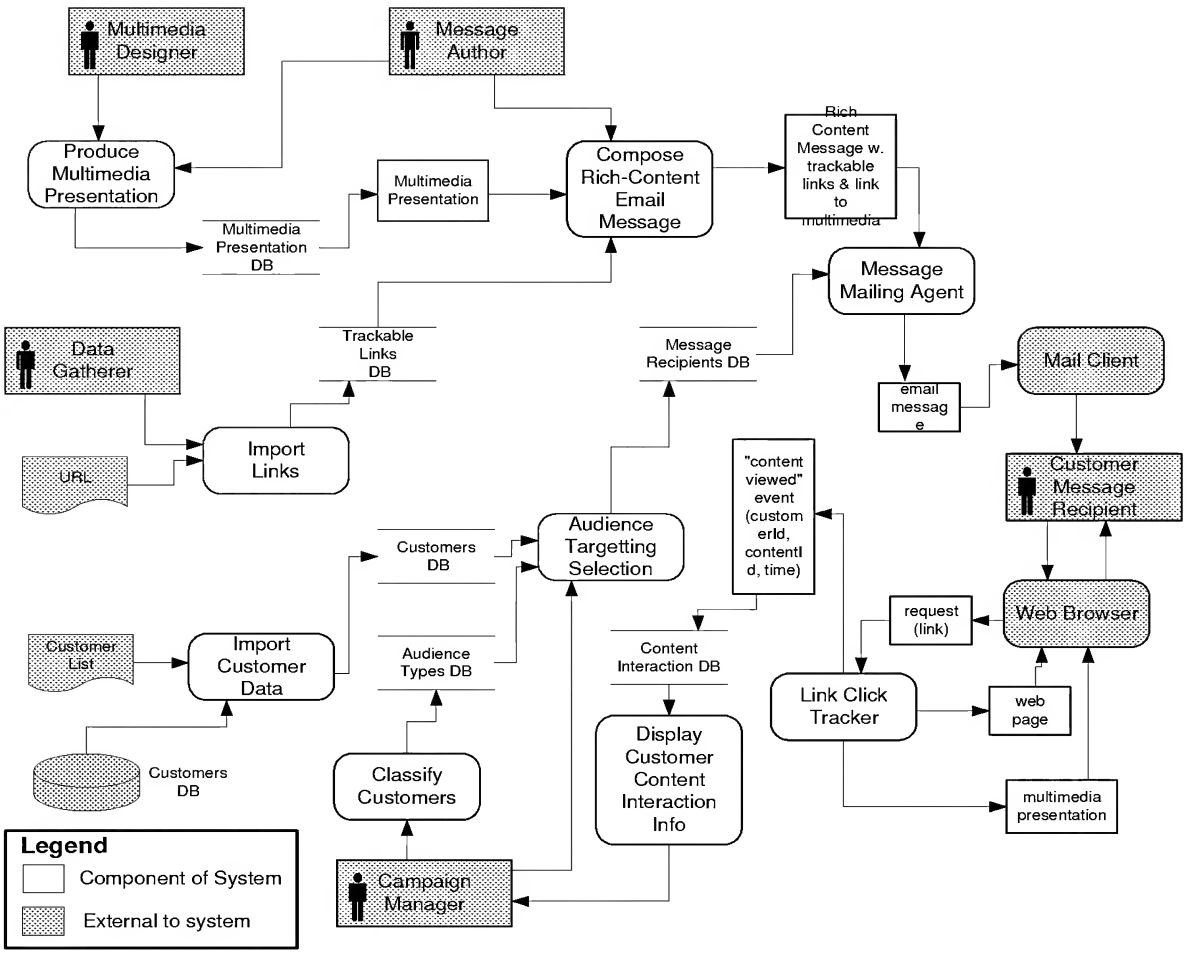
Multimedia Designer
Message Author
Produce Multimedia Presentation
Multimedia Presentation DB
Multimedia Presentation
Compose Rich-Content Email Message
Rich Content Message w. trackable links & link to multimedia
Message Mailing Agent
Data Gatherer
Trackable Links DB
Message Recipients DB
Mail Client
email messag e
URL
Import Links
"content viewed" event (custom erId, contentI d, time)
Customer Message Recipient
Customers DB
Audience Targetting Selection
request (link)
Web Browser
Customer List
Import Customer Data
Audience Types DB
Content Interaction DB
Link Click Tracker
web page
Customers DB
Classify Customers
Display Customer Content Interaction Info
multimedia presentation
Campaign Manager
Legend
Component of System
External to system

FIGURE 4

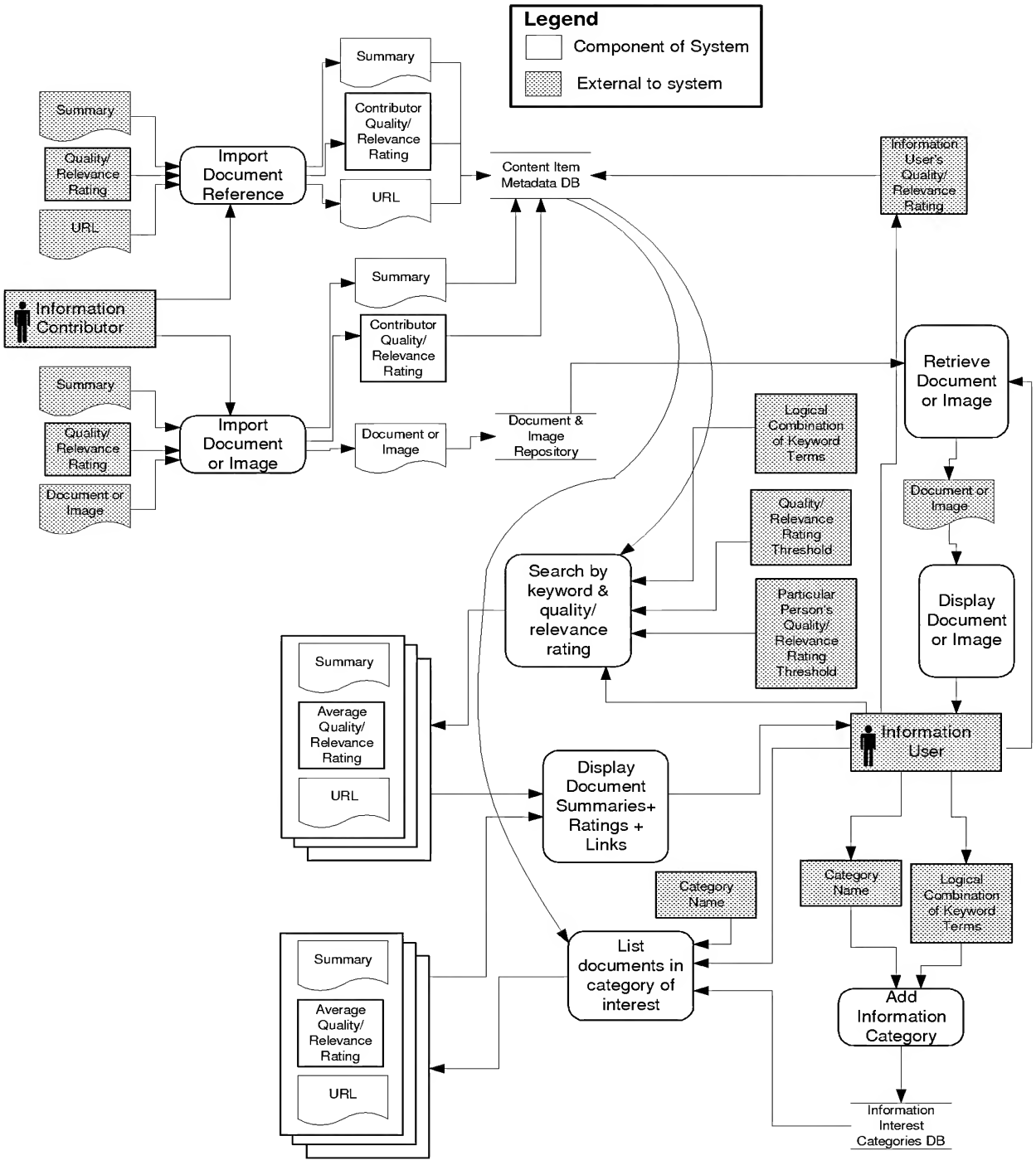
Legend
Component of System
External to system
Summary
Quality/ Relevance Rating
URL
Import Document Reference
Summary
Contributor Quality/ Relevance Rating
URL
Content Item Metadata DB
Information User's Quality/ Relevance Rating
Information Contributor
Summary
Contributor Quality/ Relevance Rating
Retrieve Document or Image
Summary
Quality/ Relevance Rating
Document or Image
Import Document or Image
Document or Image
Document & Image Repository
Logical Combination of Keyword Terms
Quality/ Relevance Rating Threshold
Document or Image
Search by keyword & quality/ relevance rating
Particular Person's Quality/ Relevance Rating Threshold
Display Document or Image
Summary
Average Quality/ Relevance Rating
URL
Information User
Display Document Summaries+ Ratings + Links
Category Name
Category Name
Logical Combination of Keyword Terms
List documents in category of interest
Summary
Average Quality/ Relevance Rating
URL
Add Information Category
Information Interest Categories DB

FIGURE 5

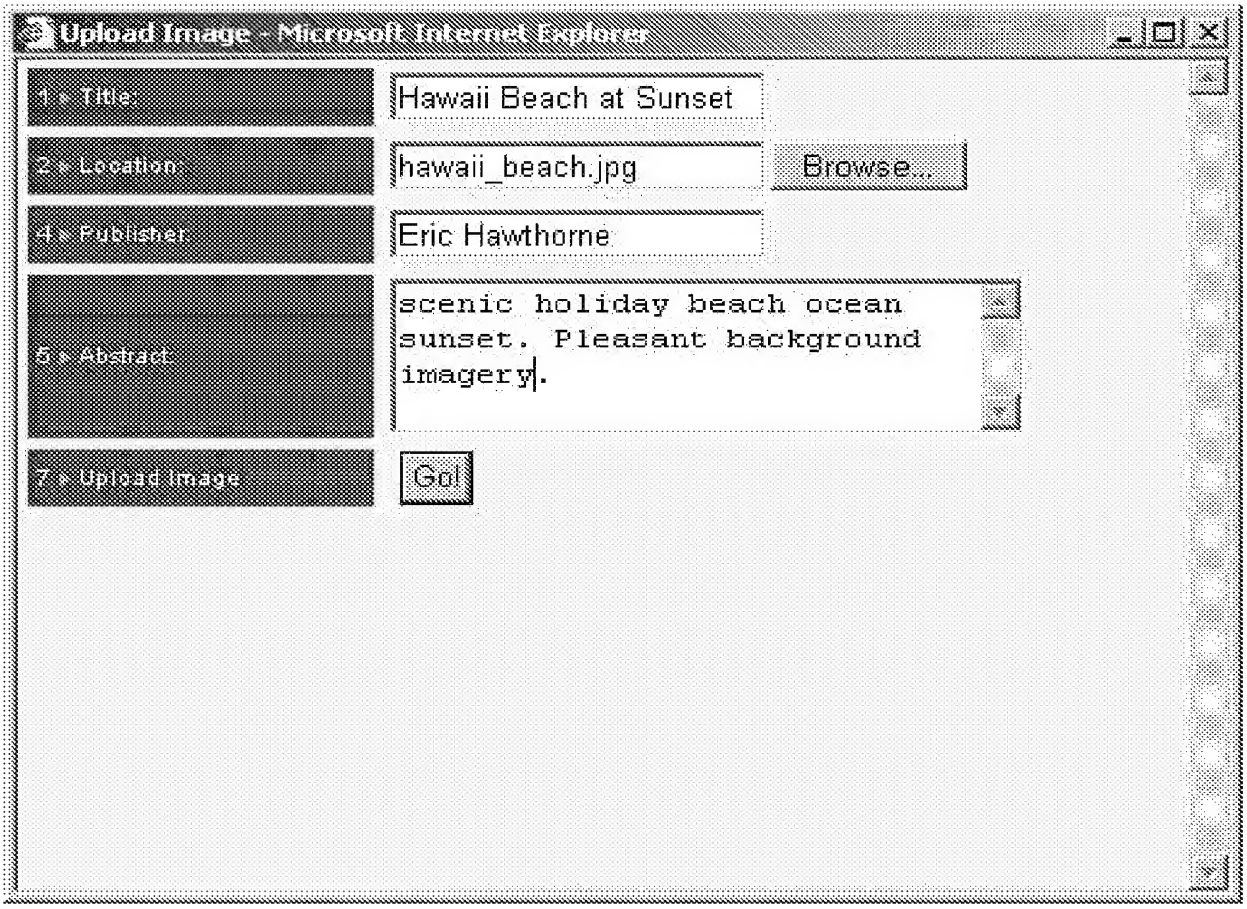
Upload Image - Microsoft Internet Explorer
1 > Title:
Hawaii Beach at Sunset
2 > Location:
hawaii_beach.jpg
Browse...
4 > Publisher:
Eric Hawthorne
5 > Abstract:
scenic holiday beach ocean sunset. Pleasant background imagery.
7 > Upload Image:
Go!

FIGURE 6

InfoExchange - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://infox.innovativeinfo.com/iiinc/index.cfm
Go Links
infoexchange
Results
upload document
upload new link
save news item
upload image
search
hotel
infoExchange
internet
search
my topics
multimedia production
Technology Roadmaps
work contacting
John Cousineau
Michael Johnston
Ivar Vasara
Archived Materials
1 - 10 of 77 found
Jump to:
CRM and Web Services by John Cousineau
Articles & Reports - iiinc, December 10, 2002 abstract
Sample Flash Detection by John Cousineau
Example - W Hotels, November 24, 2002 abstract
W Hotel Flash Ad by John Cousineau
Example - W Hotels, November 24, 2002 abstract
W Hotels Store Catalogue by John Cousineau
Example - W Hotels, November 24, 2002 abstract
Best Business Books of 2002 by John Cousineau
Articles & Reports - business + strategy, November 14, 2002 abstract
Rise of the Business Web by John Cousineau
Articles & Reports - business 2.0, September 28, 2002 abstract
Sample CME Newsletter by John Cousineau
Example - iiinc., August 22, 2002 abstract
Analysis of PTC Mid-Year Results (1st mailing) by John Cousineau
Articles & Reports - iiinc., August 7, 2002 abstract
opus Hotel by John Cousineau
Example - opus hotel, July 24, 2002 abstract
Media reports on Amateo by John Cousineau
Articles & Reports - amateo.com, July 9, 2002 abstract
Archived Materials
Hilton Hotel in Honolulu Transit2.jpg
Transit.jpg
Luxury Hotel Entrance
javascript:openwin5('http://infox.innovativeinfo.com/iiinc/info/viewinfoframe.cfm?
Internet

FIGURE 7

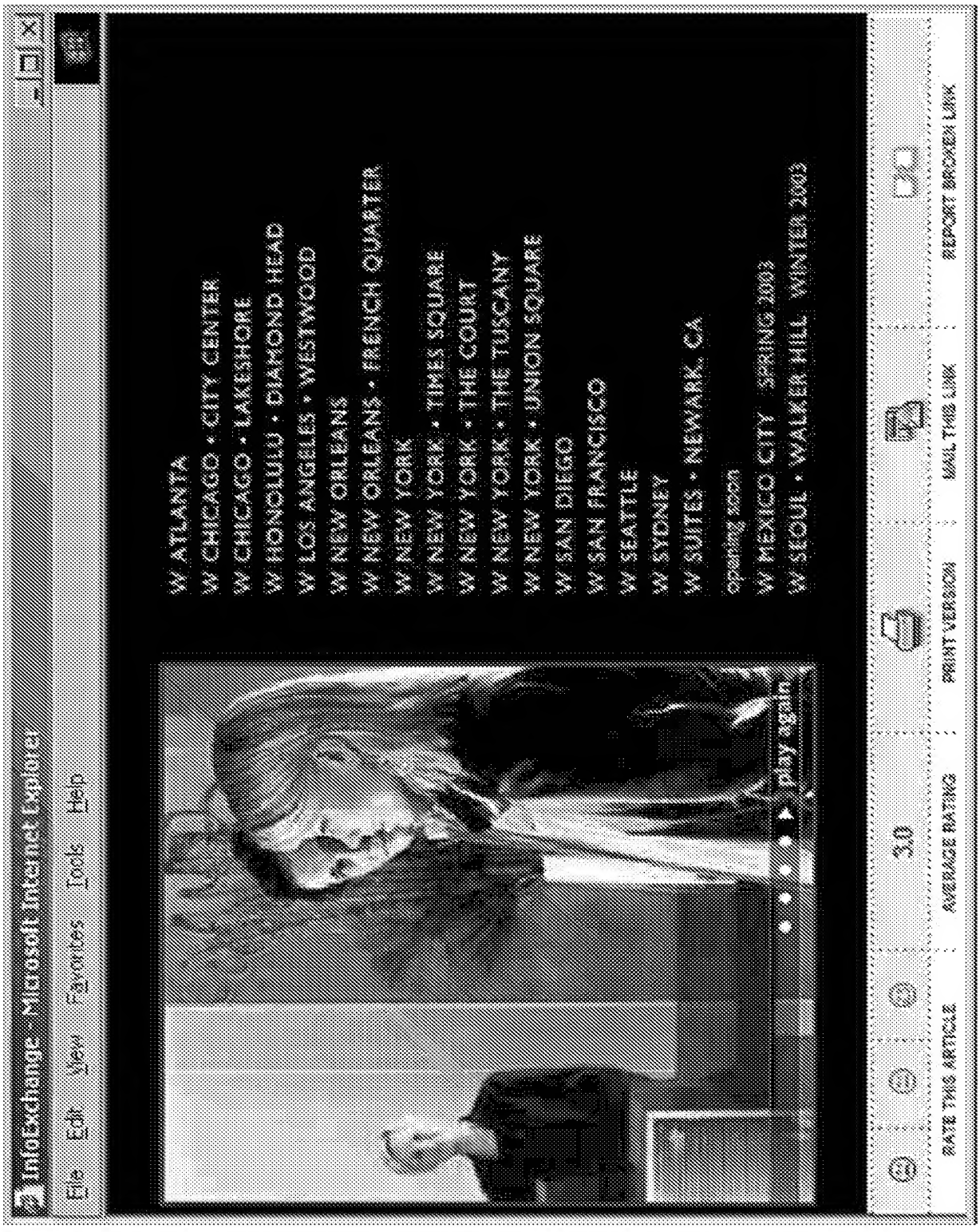
Independence - Microsoft Internet Explorer
File Edit View Favorites Tools Help
W ATLANTA
W CHICAGO • CITY CENTER
W CHICAGO • LAKESHORE
W HONOLULU • DIAMOND HEAD
W LOS ANGELES • WESTWOOD
W NEW ORLEANS
W NEW ORLEANS • FRENCH QUARTER
W NEW YORK
W NEW YORK • TIMES SQUARE
W NEW YORK • THE COURT
W NEW YORK • THE TUSCANY
W NEW YORK • UNION SQUARE
W SAN DIEGO
W SAN FRANCISCO
W SEATTLE
W SYDNEY
W SUITES • NEWARK, CA
opening soon
W MEXICO CITY SPRING 2003
W SEOUL • WALKERHILL WINTER 2003
play again
RATE THIS ARTICLE
AVERAGE RATING
PRINT VERSION
MAIL THIS LINK
REPORT BROKEN LINK

FIGURE 8

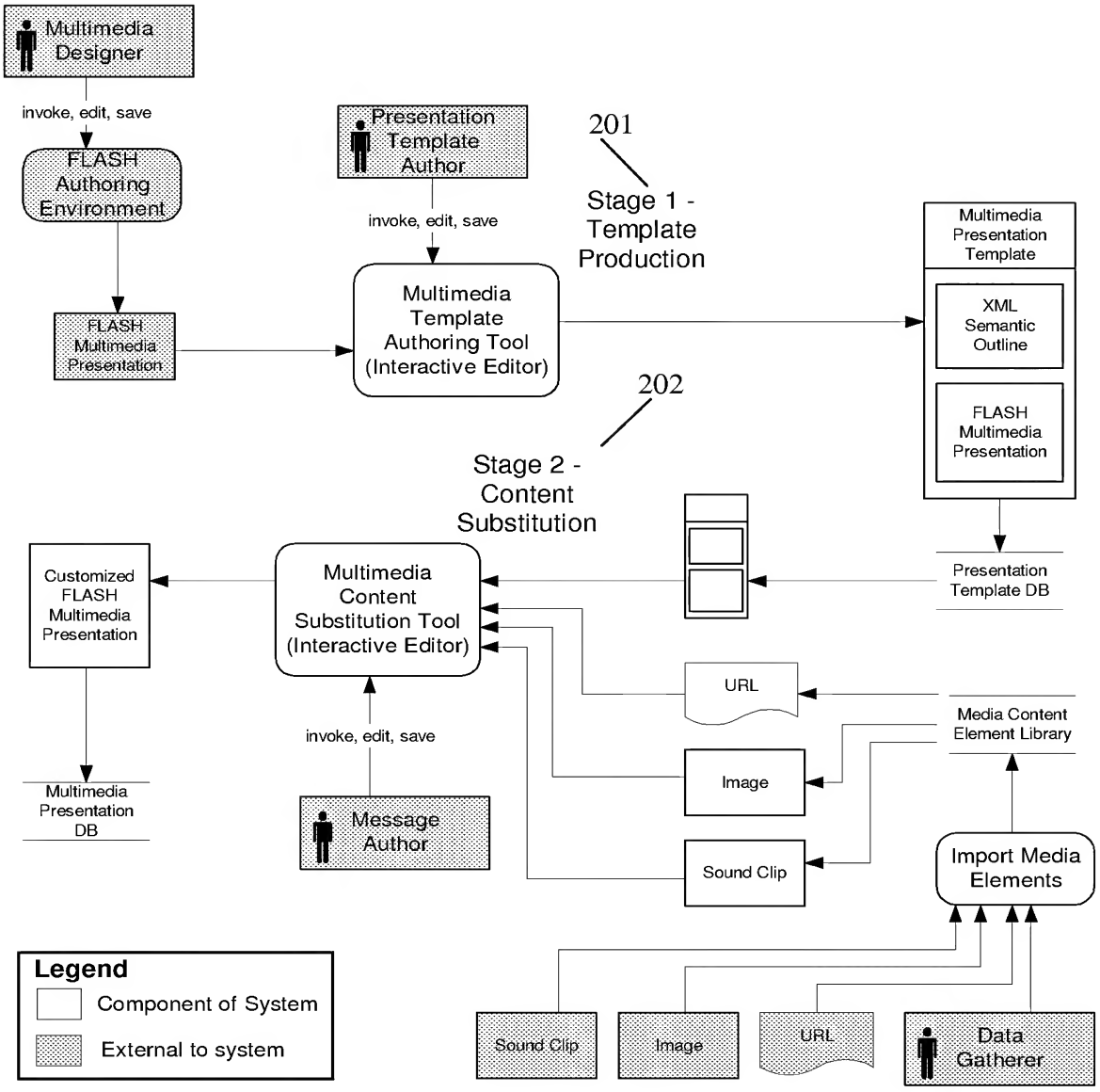
Multimedia Designer
invoke, edit, save
FLASH Authoring Environment
FLASH Multimedia Presentation
Presentation Template Author
invoke, edit, save
Multimedia Template Authoring Tool (Interactive Editor)
201
Stage 1 - Template Production
Multimedia Presentation Template
XML Semantic Outline
FLASH Multimedia Presentation
202
Stage 2 - Content Substitution
Customized FLASH Multimedia Presentation
Multimedia Content Substitution Tool (Interactive Editor)
Presentation Template DB
URL
Media Content Element Library
Image
Sound Clip
Import Media Elements
Multimedia Presentation DB
invoke, edit, save
Message Author
Legend
Component of System
External to system
Sound Clip
Image
URL
Data Gatherer

FIGURE 9

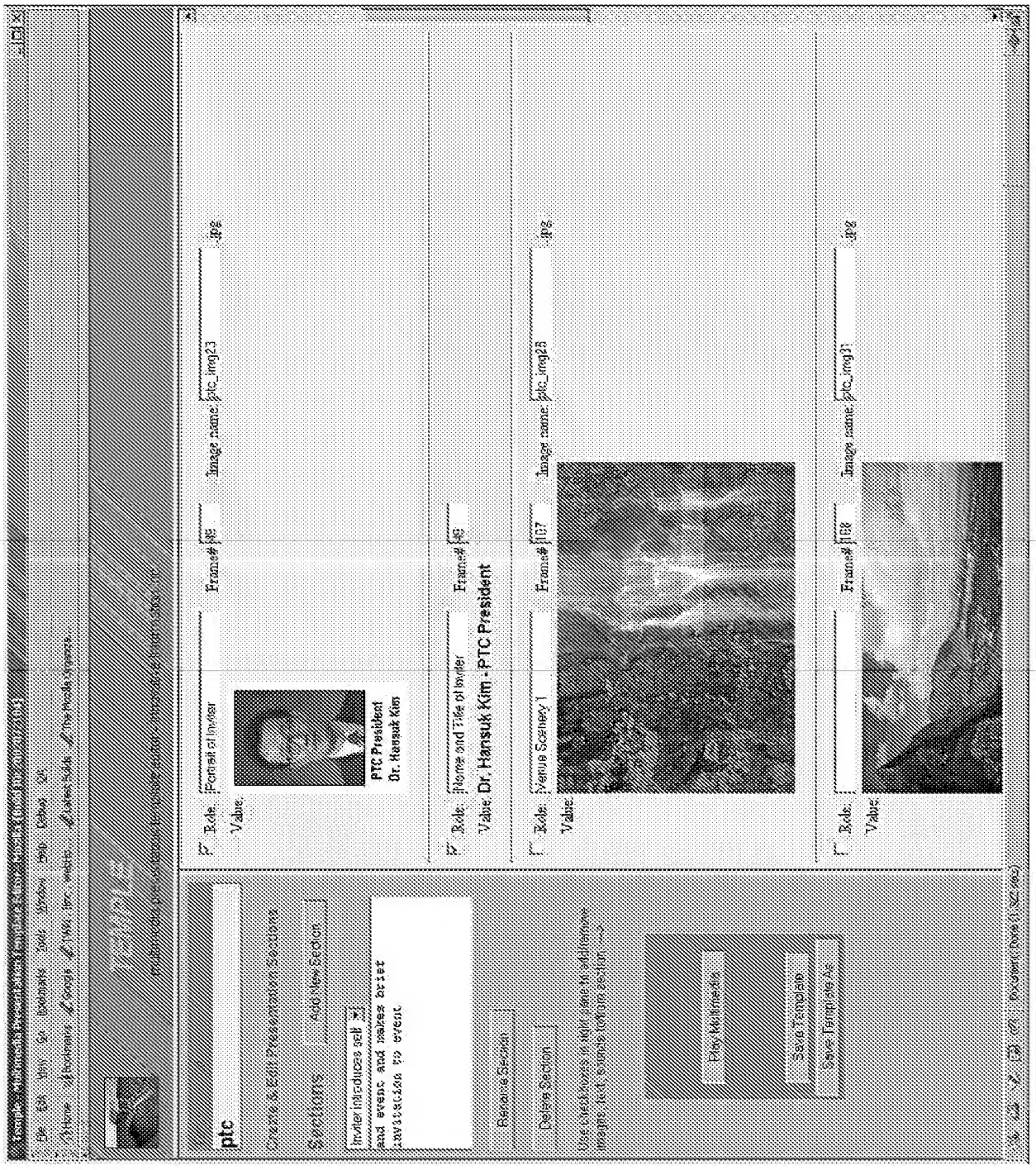
ptc
Add New Section
Delete Section
Play Multimedia
Save Template
Save Template As
Label:
Portrait of Invitee
Frame#
Image name:
.jpg
PTC President
Dr. Hansuk Kim
Label:
Name and Title of Invitee
Frame#
Value:
Dr. Hansuk Kim - PTC President
Label:
Venue Scenery 1
Frame#
Image name:
.jpg
Value:
Label:
Frame#
Image name:
.jpg
Value:

FIGURE 10

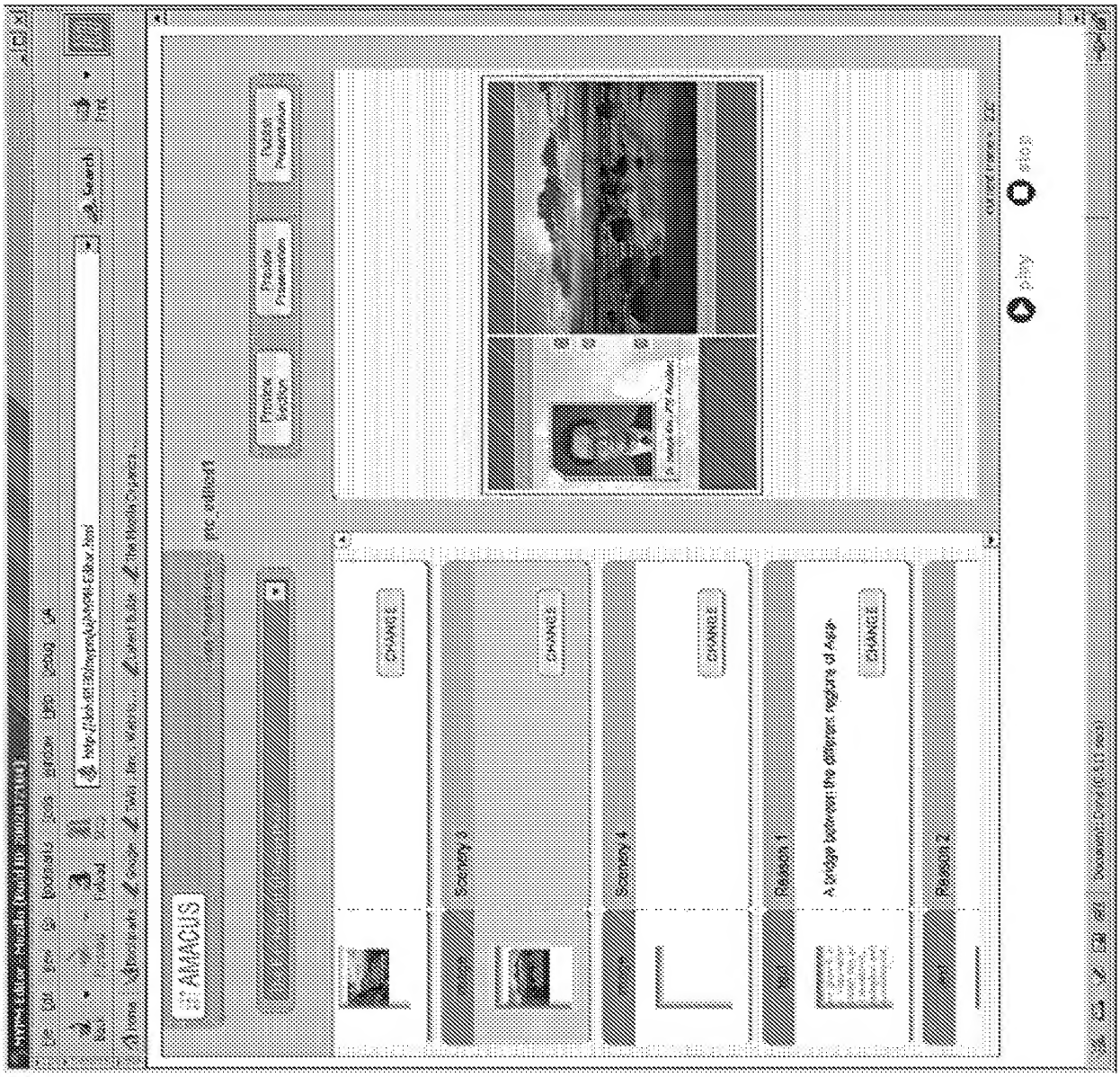
Process Location
Process Presentation
Tasks Presentation
CHANGE
Section 1
Section 4
Reason 1
Reason 2
A bridge between the different regions of Asia

FIGURE 11

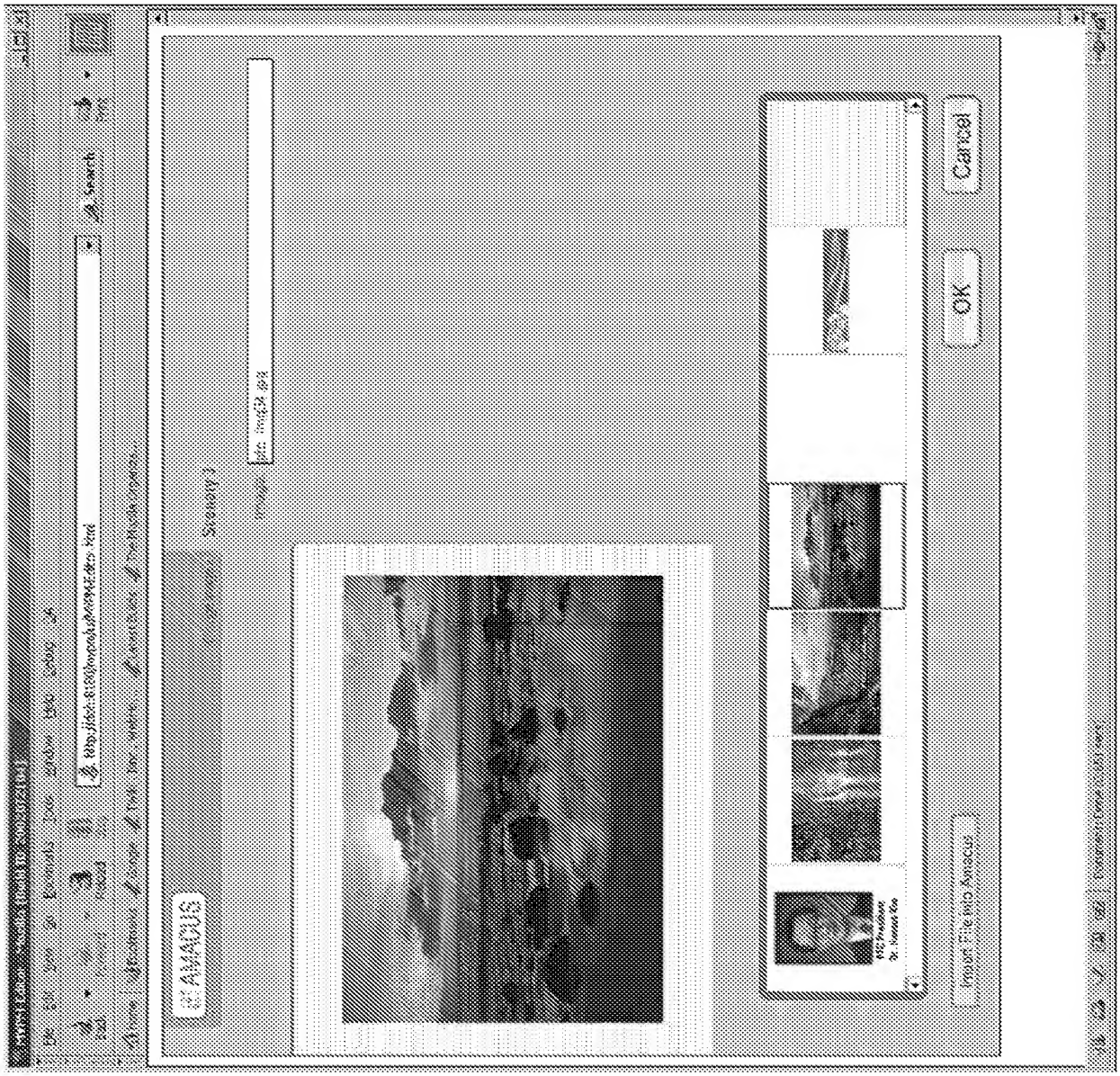

FIGURE 12

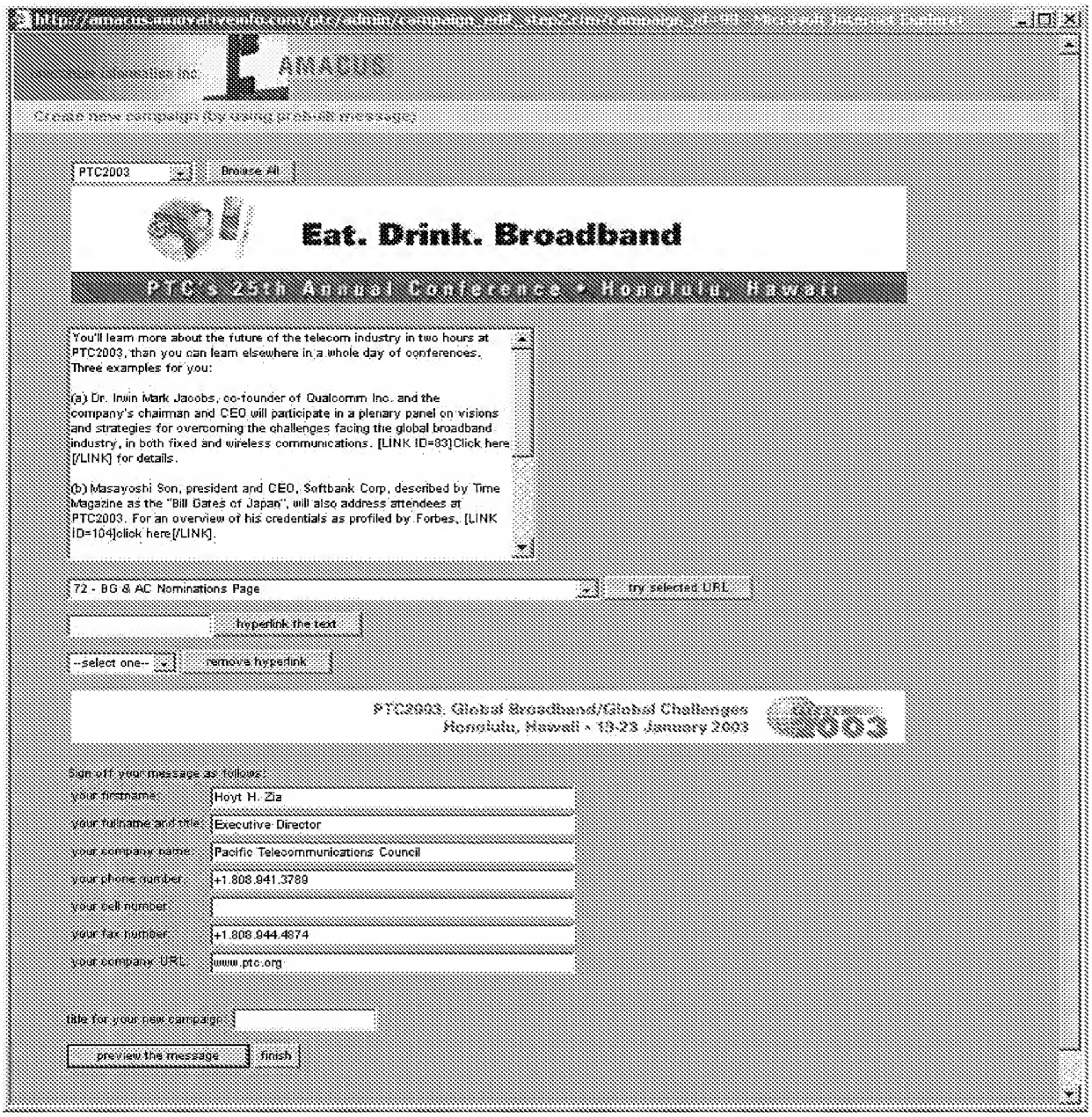
AMACUS
PTC2003
Browse All
Eat. Drink. Broadband
PTC's 25th Annual Conference • Honolulu, Hawaii
You'll learn more about the future of the telecom industry in two hours at PTC2003, than you can learn elsewhere in a whole day of conferences. Three examples for you:
(a) Dr. Irwin Mark Jacobs, co-founder of Qualcomm Inc. and the company's chairman and CEO will participate in a plenary panel on visions and strategies for overcoming the challenges facing the global broadband industry, in both fixed and wireless communications. [LINK ID=83]Click here [/LINK] for details.
(b) Masayoshi Son, president and CEO, Softbank Corp, described by Time Magazine as the "Bill Gates of Japan", will also address attendees at PTC2003. For an overview of his credentials as profiled by Forbes, [LINK ID=104]click here[/LINK].
72 - BG & AC Nominations Page
try selected URL
hyperlink the text
--select one--
remove hyperlink
PTC2003: Global Broadband/Global Challenges
Honolulu, Hawaii • 19-23 January 2003
Sign off your message as follows:
your firstname: Hoyt H. Zia
your fullname and title: Executive Director
your company name: Pacific Telecommunications Council
your phone number: +1.808.941.3789
your cell number:
your fax number: +1.808.944.4874
your company URL: www.ptc.org
title for your new campaign:
preview the message
finish

FIGURE 13

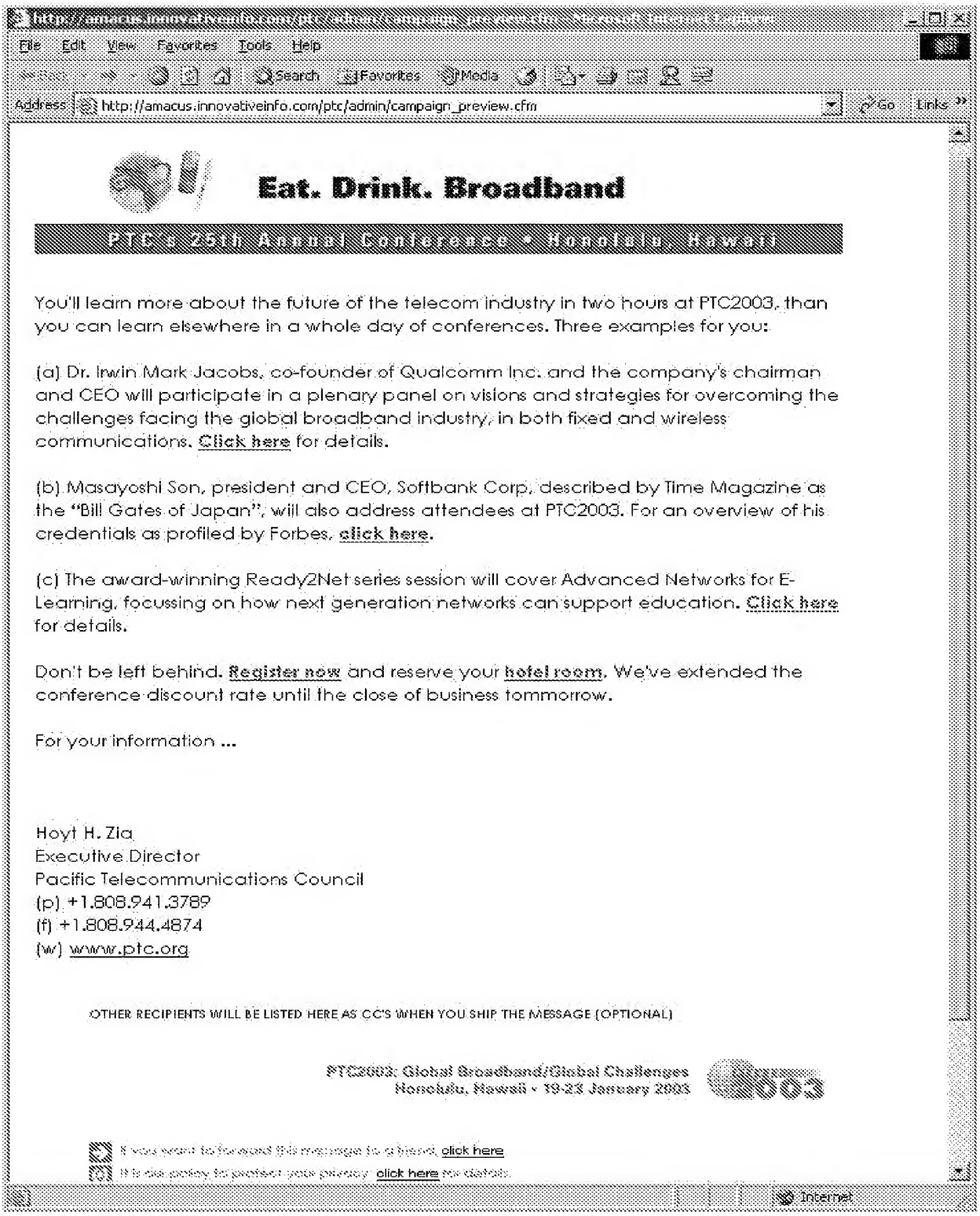
File Edit View Favorites Tools Help
Search Favorites Media
Address http://amacus.innovativeinfo.com/ptc/admin/campaign_preview.cfm
Go Links
Eat. Drink. Broadband
PTC's 25th Annual Conference • Honolulu, Hawaii
You'll learn more about the future of the telecom industry in two hours at PTC2003, than you can learn elsewhere in a whole day of conferences. Three examples for you:
(a) Dr. Irwin Mark Jacobs, co-founder of Qualcomm Inc. and the company's chairman and CEO will participate in a plenary panel on visions and strategies for overcoming the challenges facing the global broadband industry, in both fixed and wireless communications. Click here for details.
(b) Masayoshi Son, president and CEO, Softbank Corp, described by Time Magazine as the "Bill Gates of Japan", will also address attendees at PTC2003. For an overview of his credentials as profiled by Forbes, click here.
(c) The award-winning Ready2Net series session will cover Advanced Networks for E-Learning, focussing on how next generation networks can support education. Click here for details.
Don't be left behind. Register now and reserve your hotel room. We've extended the conference discount rate until the close of business tommorrow.
For your information ...
Hoyt H. Zia
Executive Director
Pacific Telecommunications Council
(p) +1.808.941.3789
(f) +1.808.944.4874
(w) www.ptc.org
OTHER RECIPIENTS WILL BE LISTED HERE AS CC'S WHEN YOU SHIP THE MESSAGE (OPTIONAL)
PTC2003: Global Broadband/Global Challenges
Honolulu, Hawaii • 19-23 January 2003
If you want to forward this message to a friend, click here
It is our policy to protect your privacy, click here for details.
Internet

FIGURE 14

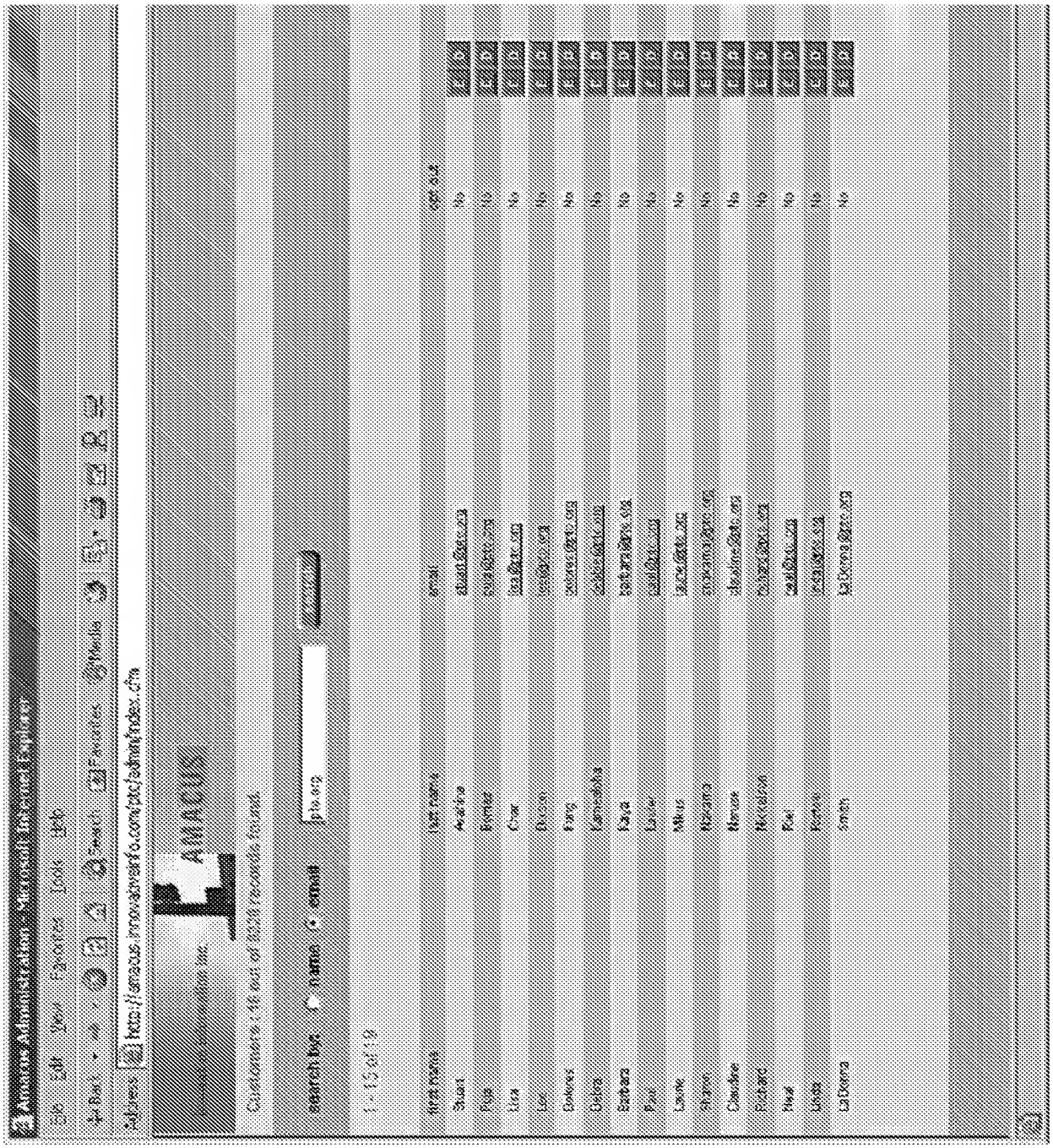

FIGURE 15

Select an existing Audience Type:
Add new Audience Type and assign

FIGURE 16

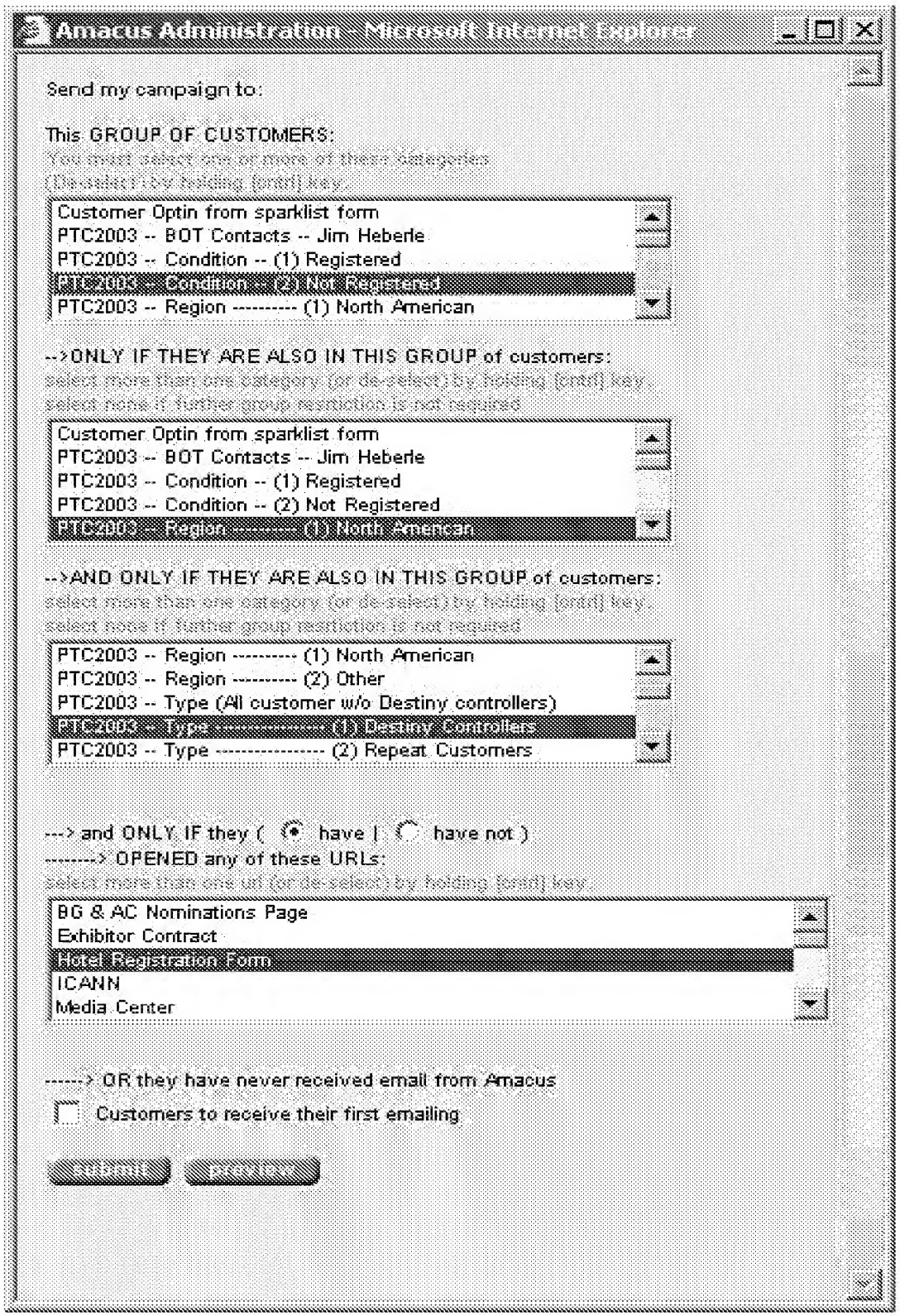
Amacus Administration - Microsoft Internet Explorer
Send my campaign to:
This GROUP OF CUSTOMERS:
You must select one or more of these categories
(De-select) by holding [cntrl] key.
Customer Optin from sparklist form
PTC2003 -- BOT Contacts -- Jim Heberle
PTC2003 -- Condition -- (1) Registered
PTC2003 -- Condition -- (2) Not Registered
PTC2003 -- Region ---------- (1) North American
-->ONLY IF THEY ARE ALSO IN THIS GROUP of customers:
select more than one category (or de-select) by holding [cntrl] key.
select none if further group restriction is not required
Customer Optin from sparklist form
PTC2003 -- BOT Contacts -- Jim Heberle
PTC2003 -- Condition -- (1) Registered
PTC2003 -- Condition -- (2) Not Registered
PTC2003 -- Region ---------- (1) North American
-->AND ONLY IF THEY ARE ALSO IN THIS GROUP of customers:
select more than one category (or de-select) by holding [cntrl] key.
select none if further group restriction is not required
PTC2003 -- Region ---------- (1) North American
PTC2003 -- Region ---------- (2) Other
PTC2003 -- Type (All customer w/o Destiny controllers)
PTC2003 -- Type ---------- (1) Destiny Controllers
PTC2003 -- Type ---------- (2) Repeat Customers
---> and ONLY IF they (have | have not)
--------> OPENED any of these URLs:
select more than one url (or de-select) by holding [cntrl] key.
BG & AC Nominations Page
Exhibitor Contract
Hotel Registration Form
ICANN
Media Center
------> OR they have never received email from Amacus
Customers to receive their first emailing
Submit
Preview

FIGURE 17

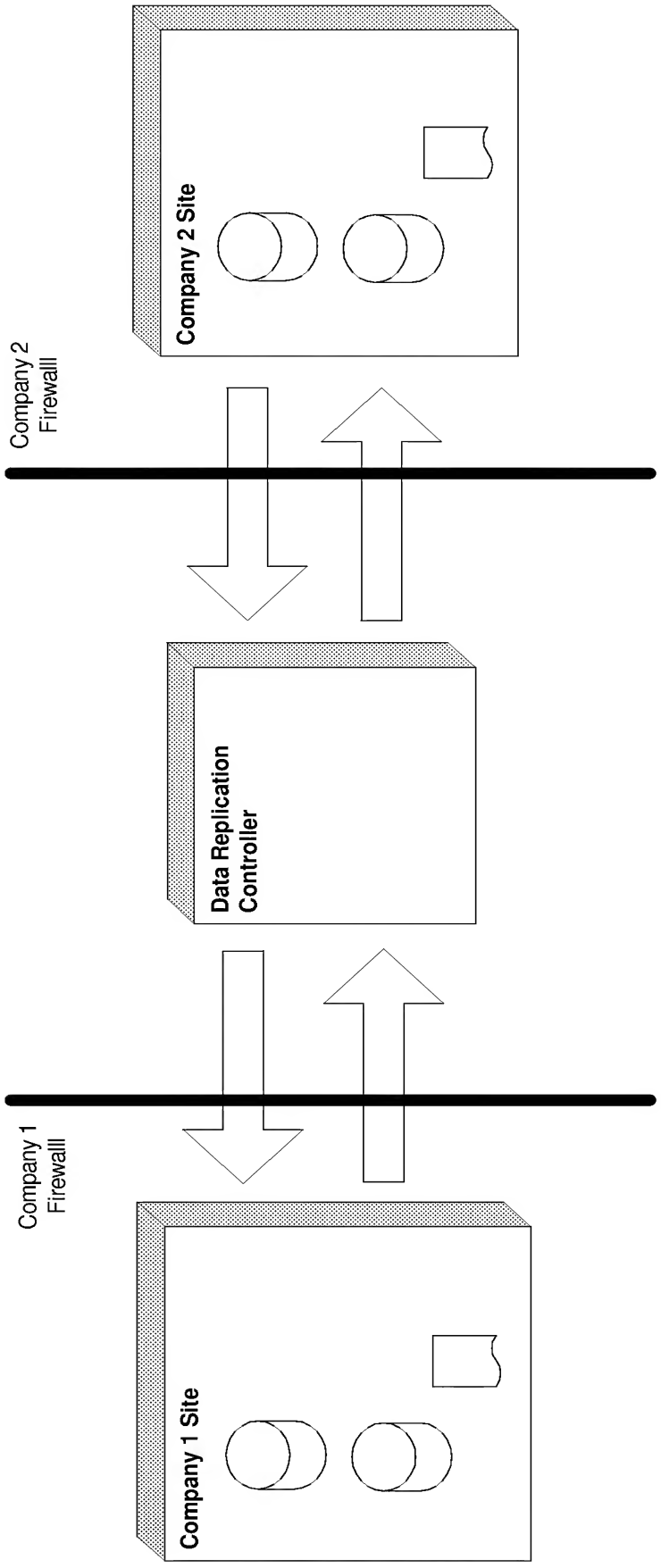
Company 2 Site
Company 2 Firewall
Data Replication Controller
Company 1 Firewall
Company 1 Site

FIGURE 18

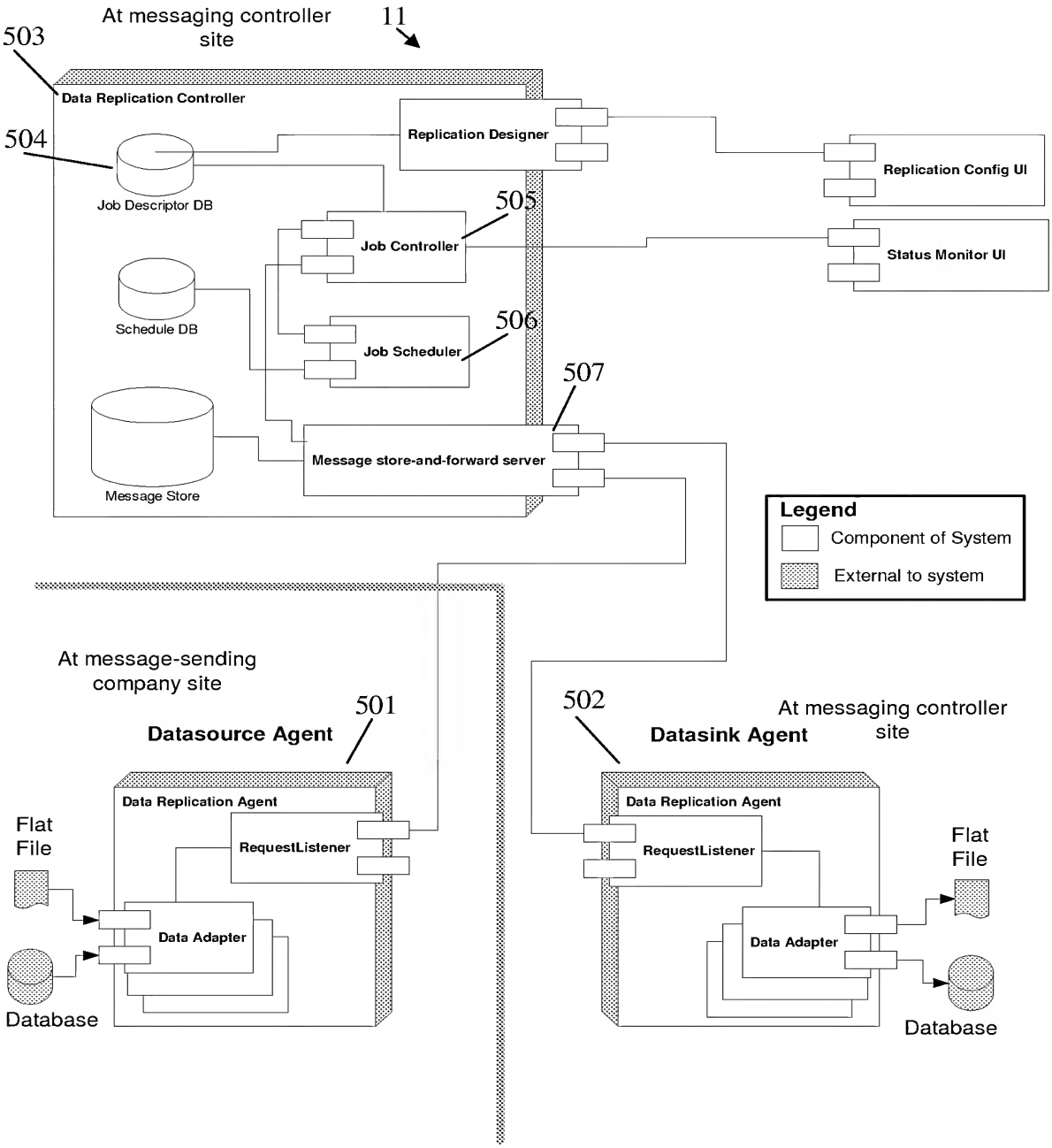
At messaging controller site
11
503
Data Replication Controller
504
Job Descriptor DB
Replication Designer
Replication Config UI
505
Job Controller
Status Monitor UI
Schedule DB
506
Job Scheduler
507
Message store-and-forward server
Message Store
Legend
Component of System
External to system
At message-sending company site
501
Datasource Agent
Data Replication Agent
RequestListener
Flat File
Data Adapter
Database
502
Datasink Agent
At messaging controller site
Data Replication Agent
RequestListener
Flat File
Data Adapter
Database

FIGURE 19

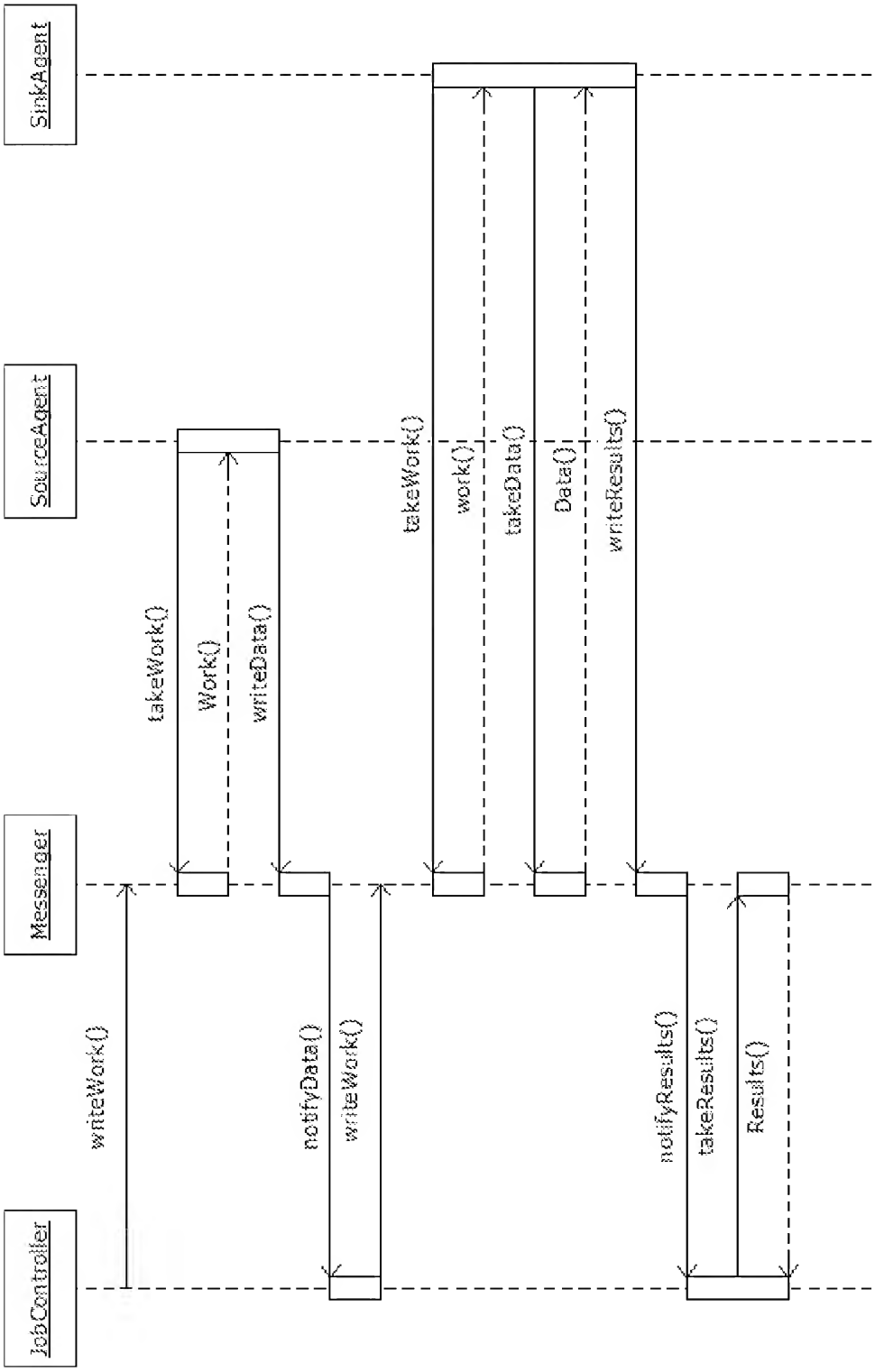
SinkAgent
SourceAgent
Messenger
JobController
takeWork()
Work()
writeData()
takeWork()
work()
takeData()
Data()
writeResults()
writeWork()
notifyData()
writeWork()
notifyResults()
takeResults()
Results()

FIGURE 20

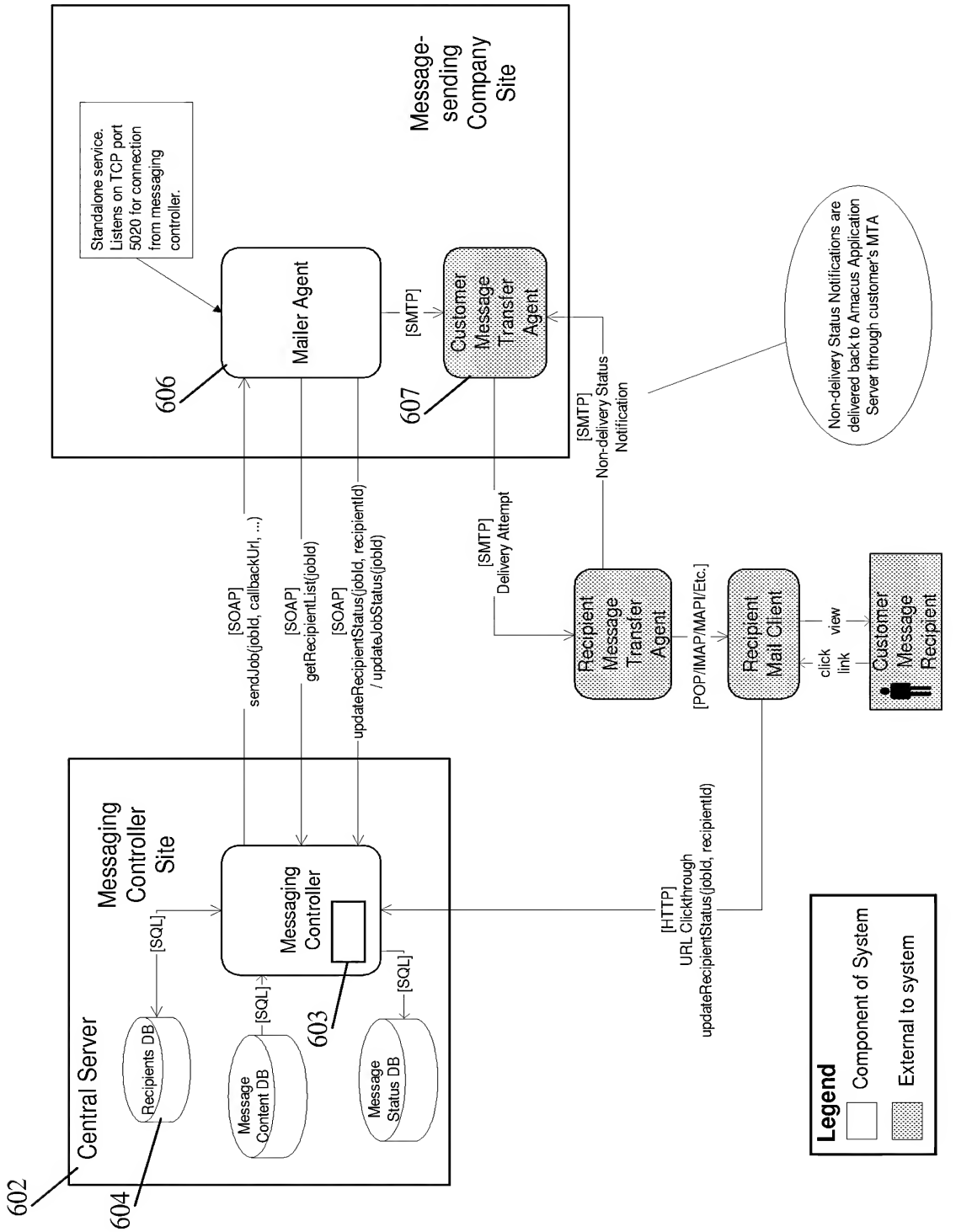
602
Central Server
Messaging Controller Site
604
Recipients DB
Message Content DB
Message Status DB
603
Messaging Controller
[SQL]
[SQL]
[SQL]
[SOAP] sendJob(jobId, callbackUrl, ...)
[SOAP] getRecipientList(jobId)
[SOAP] updateRecipientStatus(jobId, recipientId) / updateJobStatus(jobId)
[HTTP] URL Clickthrough updateRecipientStatus(jobId, recipientId)
Message-sending Company Site
606
Mailer Agent
Standalone service. Listens on TCP port 5020 for connection from messaging controller.
[SMTP]
607
Customer Message Transfer Agent
[SMTP] Delivery Attempt
[SMTP] Non-delivery Status Notification
Recipient Message Transfer Agent
[POP/IMAP/MAPI/Etc.]
Recipient Mail Client
click link
view
Customer Message Recipient
Non-delivery Status Notifications are delivered back to Amacus Application Server through customer's MTA
Legend
Component of System
External to system

FIGURE 21

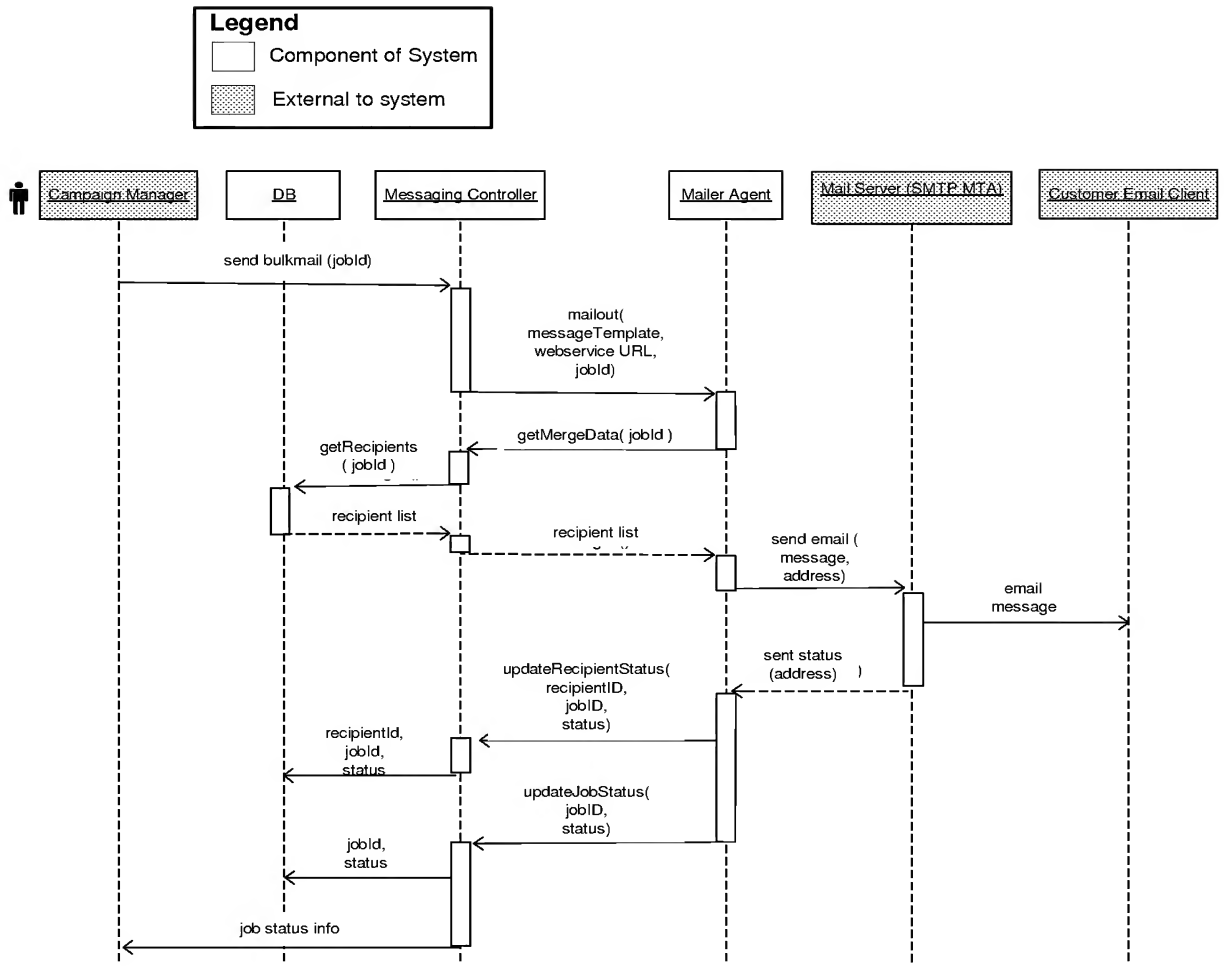
Legend
Component of System
External to system
Campaign Manager
DB
Messaging Controller
Mailer Agent
Mail Server (SMTP MTA)
Customer Email Client
send bulkmail (jobId)
mailout(messageTemplate, webservice URL, jobId)
getMergeData(jobId)
getRecipients (jobId)
recipient list
recipient list
send email (message, address)
email message
sent status (address)
updateRecipientStatus(recipientID, jobID, status)
recipientId, jobId, status
updateJobStatus(jobID, status)
jobId, status
job status info

FIGURE 22

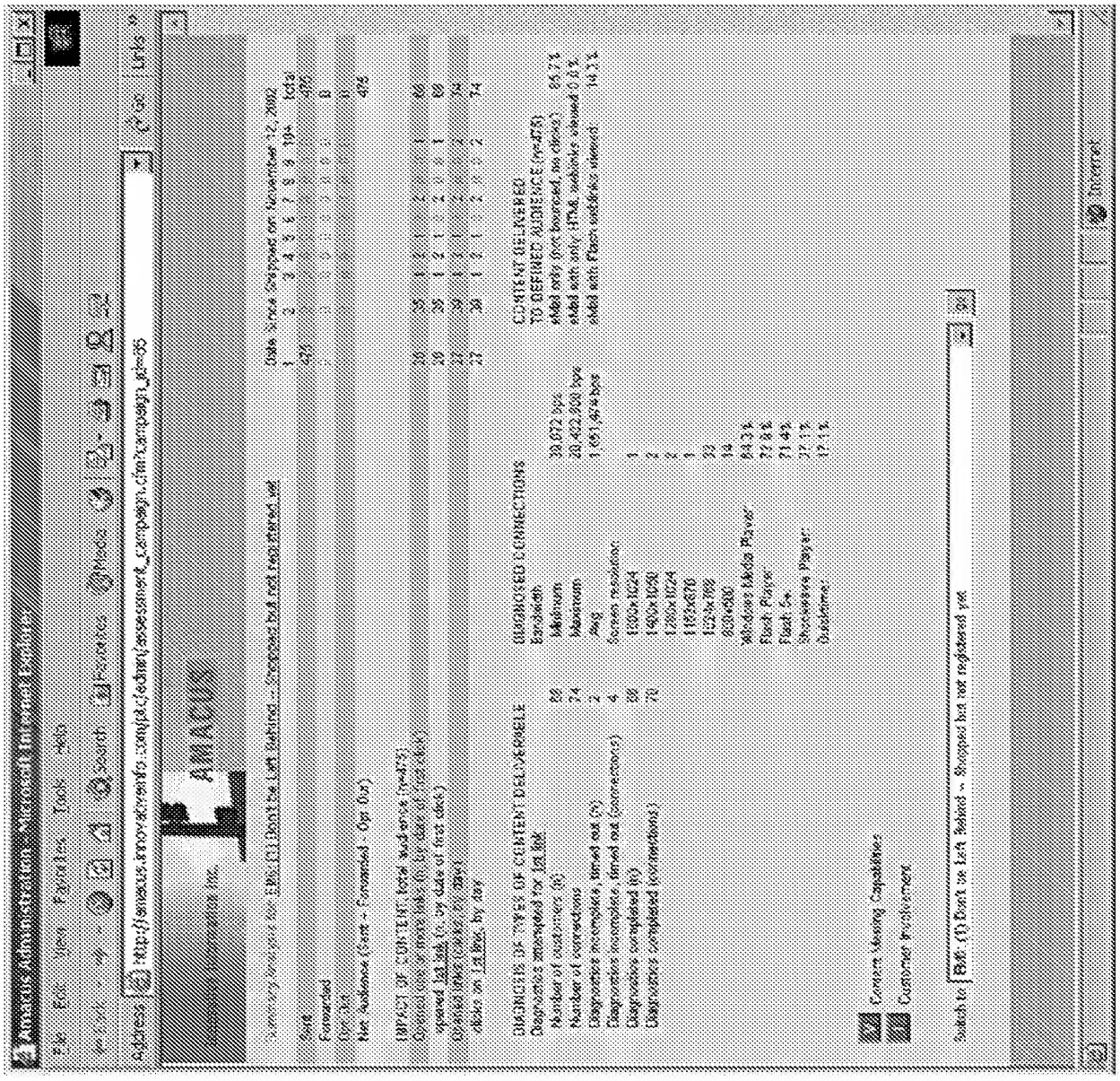

FIGURE 23

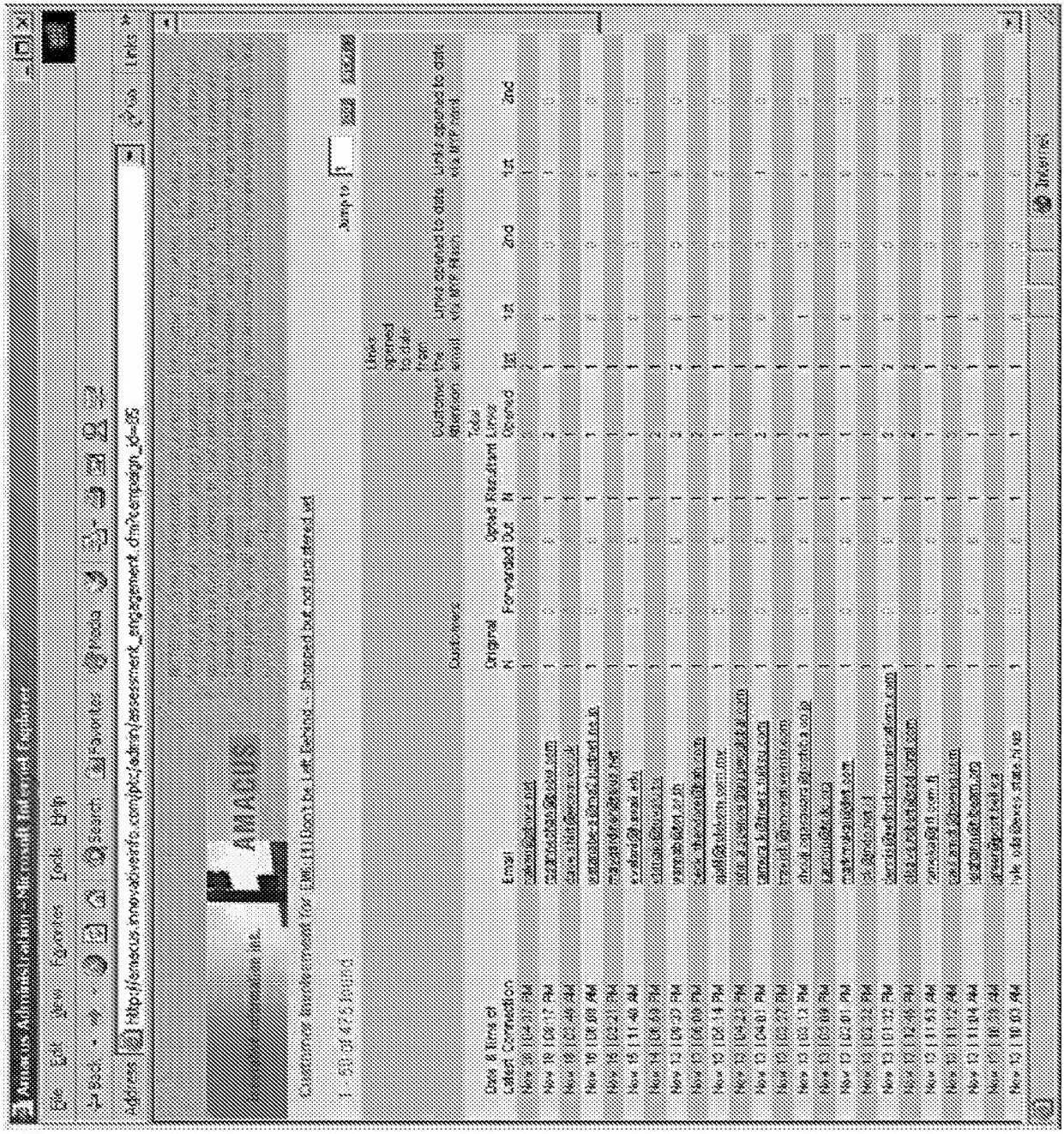

FIGURE 24

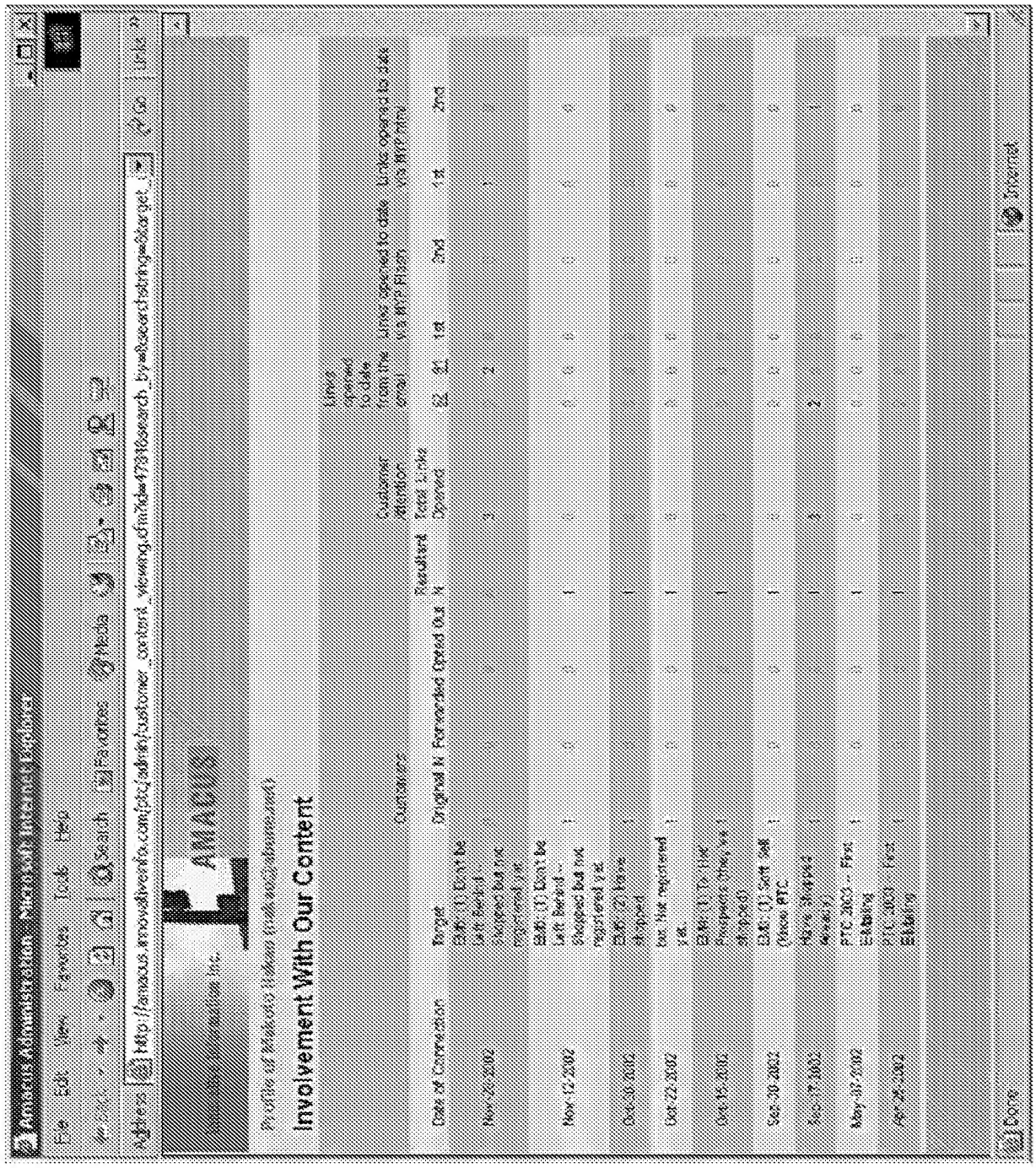

FIGURE 25

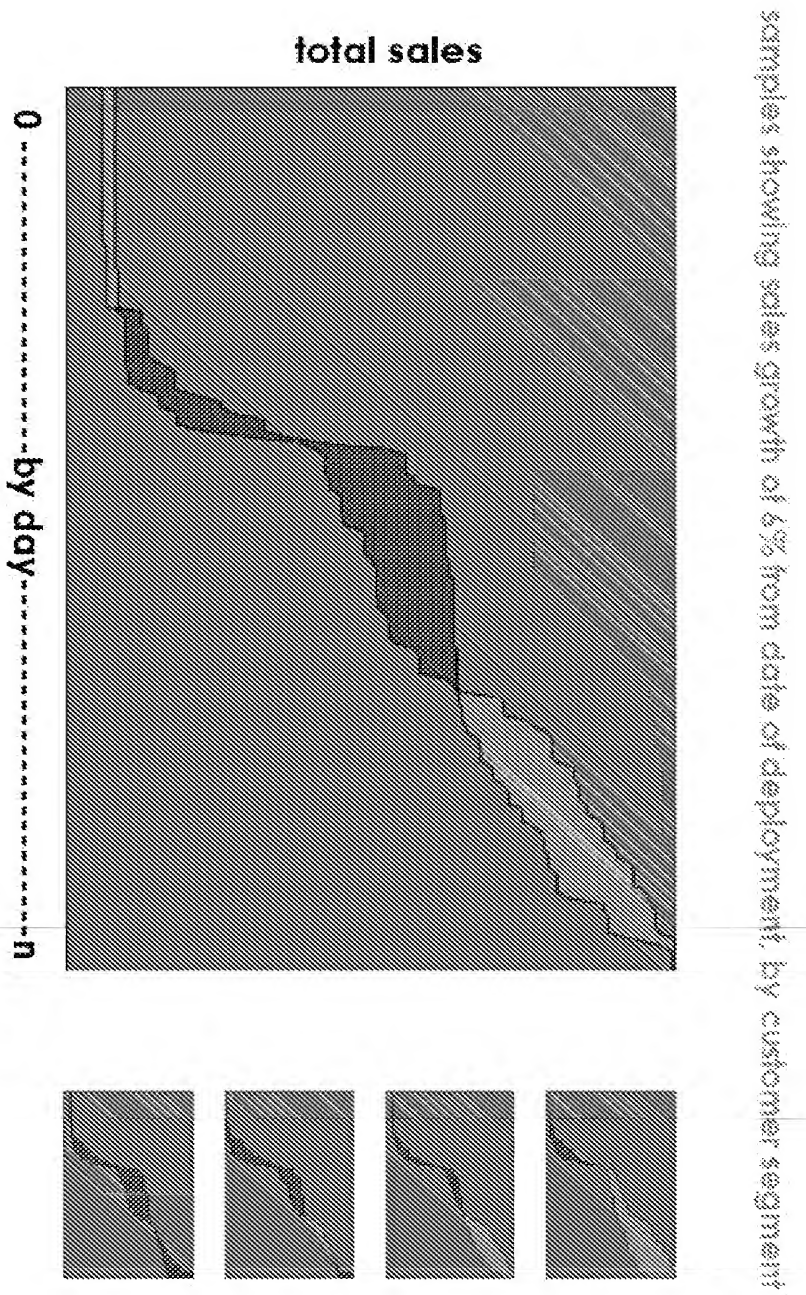
total sales
n
by day
0
samples showing sales growth of 6% from date of deployment, by customer segment

FIGURE 26

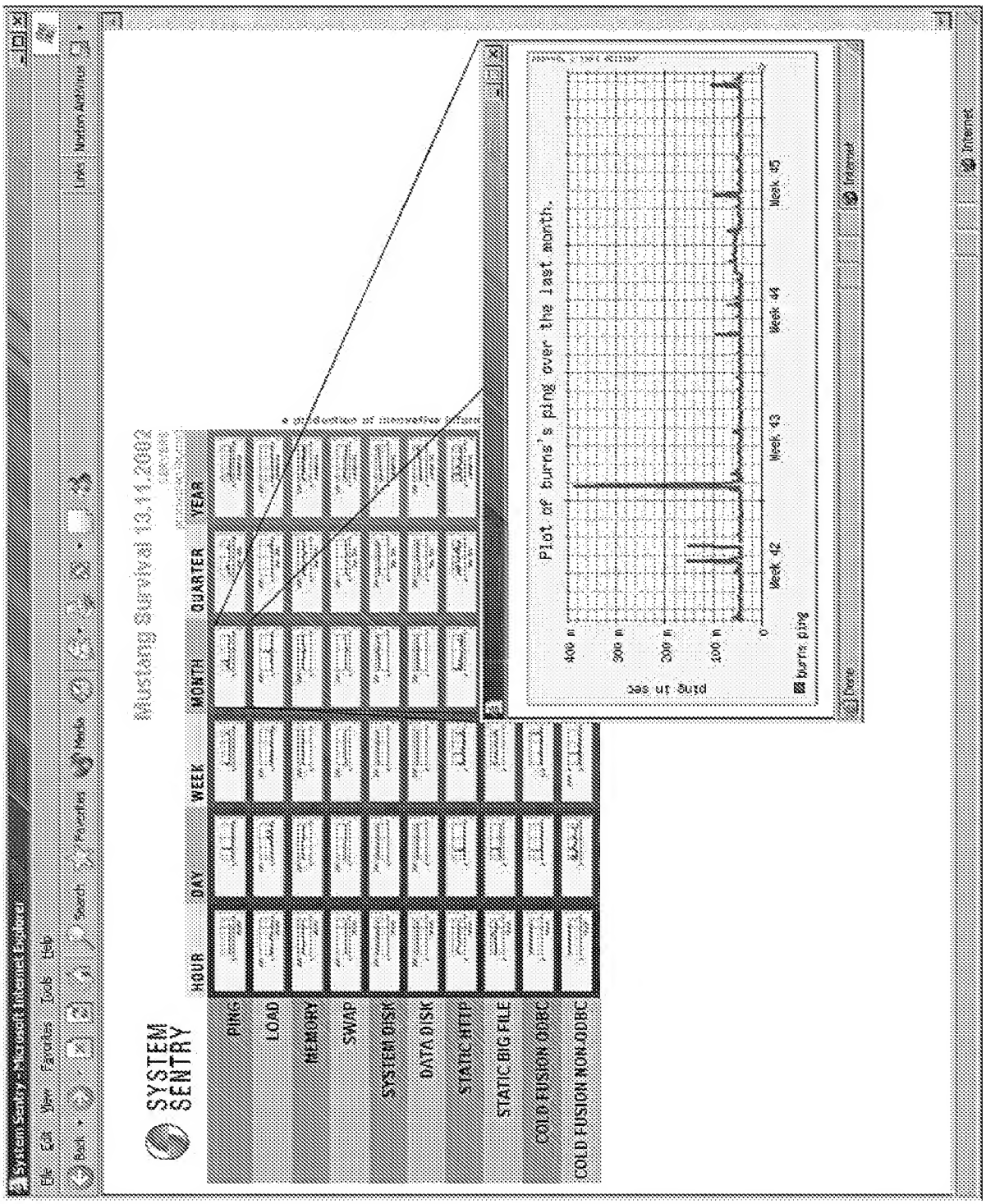
SYSTEM SENTRY
Mustang Survival 13.11.2002
HOUR
DAY
WEEK
MONTH
QUARTER
YEAR
PING
LOAD
MEMORY
SWAP
SYSTEM DISK
DATA DISK
STATIC HTTP
STATIC BIG FILE
COLD FUSION ODBC
COLD FUSION NON-ODBC
Plot of burns's ping over the last month.
ping in sec
400 m
300 m
200 m
100 m
0
Week 42
Week 43
Week 44
Week 45
burns ping
Internet

FIGURE 27